



## LIST BUILDING

There isn't a complicated routine or formula to meeting people or building a list, it's simply the process of *turning strangers into acquaintances, and acquaintances into friends*. The first thing you should do is *make a list of everyone you can think of*, even if you barely know them. Then you are going to label them: A, B, or C.

- **A-LIST:** *people you know well*
  - They are close friends or family – someone who would come into your house and grab something out of your refrigerator on their own.
  - In business they are people who have sent you business in the past and are committed to sending you business again.
- **B-LIST:** *acquaintances*
  - They are friends that you don't know on a deeper level, but you have had some interaction with them at some point or another.
  - You met them at a networking event or they were the listing agent of a purchase loan, but have either never referred you people or they are not referring business consistently.
- **C-LIST:** *strangers*
  - People that you "know of" but you've never met or had any interaction with them, and they probably don't know you either
  - These are people you saw on social media, business cards you picked up, or a neighbor that you've never met

Sources of people to talk to. Who do you know – WRITE THE NAMES DOWN, MAKE A LIST!

<i>Family</i>	<i>Friends</i>	<i>Neighbors</i>	<i>Builders</i>	<i>Attorneys</i>	<i>Teammates</i>
<i>Club Members</i>	<i>Business Owners</i>	<i>Financial Planners</i>	<i>CPA</i>	<i>Accountants</i>	
<i>Car Dealers</i>	<i>Property Managers</i>	<i>Old Co-Workers</i>	<i>Church Members</i>		
<i>Facebook</i>	<i>Twitter</i>	<i>Instagram</i>	<i>LinkedIn</i>	<i>YouTube</i>	<i>Past Customers</i>

Now you have a list – introduce yourself to people on your C-list. They're now on your B-list. Build relationships with all of the people on your B-list. *There are dozens of ways you can get to know someone better*. Before long they will become a friend, and moved them to your A-list. *People do business with people they know and like*. By turning strangers into acquaintances and acquaintances into friends, *you've now built a larger social circle to get referrals from*.